

## Purpose

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Shaken Baby Syndrome prevention has long been a priority in Washington State. However, in 2008, both locally and nationally, a staggering increase in the numbers of Abusive Head Trauma / Shaken Baby Syndrome cases occurred, leading to additional prevention efforts.

Promising new materials, developed by *The National Center on Shaken Baby Syndrome*, called **The Period of PURPLE Crying** have been developed. The materials are evidence-based and affordable.

A task force formed in 2010, and convenes monthly at Seattle Children's. Our goal is to aid all Washington State hospitals, clinics and agencies that have contact with pregnant women and their partners, as well as parents / caregivers of newborns, in disseminating this life-saving information. We are actively seeking funding to assist in this effort.

## Planning Committee / Task Force

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**Kelle Baxter**, RN, MSN, FNP-BC, IBCLC, Valley Medical Center

**Donna Borgford-Parnell**, RN, MBA, Public Health-Seattle and King County

**Kathy Carson**, RN, BSN, Public Health-Seattle and King County

**Nora Davis**, MD, Seattle Children's

**Bernie Dorsey**, Parent Trust

**Scott Dungan**, King County Sheriff's Office

**Debi Grace**, MN, RN, University of Washington Medical Center

**Chris Jamieson**, Council for Children and Families

**Carol Jenkins**, MEd, Seattle Children's Protection Program

**Amy Kernkamp**, Children's Advocacy Center of Pierce County

**Suzan Knowles**, RN-BC, Valley Medical Center

**Mary Meinig**, MSW, Office of the Family and Children's Ombudsman

**Jeff Norman**, MSW, Children's Administration, Division of Children and Families

**Amy Owens**, MS, Seattle Children's Protection Program

**Sarah Pulliam**, MSW, Seattle Children's

**Deborah Robinson**, Infant Death Investigation Specialist

**Erin Sundberg**, RN, Seattle Children's Protection Program



**Seattle Children's**  
HOSPITAL • RESEARCH • FOUNDATION

*National Center on*  
**Shaken Baby Syndrome**  
[www.dontshake.org](http://www.dontshake.org)

## Preventing Tomorrow's Tragedies: the *Period of PURPLE* Crying Approach to Shaken Baby Prevention



Thursday  
September 23, 2010  
9:30 am to 1:30 pm

Wright Auditorium  
Seattle Children's  
4500 Sand Point Way NE  
Seattle, WA 98105

Sponsored by Washington State's Shaken  
Baby Syndrome Prevention Task Force

## Summit Meeting Schedule

- 9:30 AM The Evidence Base for Preventing Infant Abuse with the Period of PURPLE Crying**, Ronald Barr, MDCM, FRCPC, Canada Research Chair in Community Child Health Research, Professor of Pediatrics-University of British Columbia Faculty of Medicine Head, Developmental Neurosciences & Child Health, Child and Family Research Institute BC Children's Hospital
- 10:45 AM Alarming Increases in Abusive Head Trauma Cases at Seattle Children's: Local and National Trends and the Associated Financial Burden of Caring for Victims**, Carol Jenkins, MEd, Seattle Children's Protection Program Manager, Mary Meinig, MSW, Director of the Office of Family and Children's Ombudsman, Amy Kernkamp, Children's Advocacy Center of Pierce County
- 11:40 AM** Break – Light Refreshments Provided
- 12:00 PM Responding to the Call for Action: Washington Hospitals Pilot the PURPLE Prevention Program**, Debi Grace, RN, University of Washington Medical Center, Kelle Baxter, RN, MSN, FNP-BC, IBCLC, Valley Medical Center
- 12:40 PM Achieving the Goal of Statewide Implementation: How Your Organization Can Reduce the Risk of Shaken Baby Syndrome**, Marilyn Barr, Executive Director and Julie Price, Prevention Program Manager, National Center on Shaken Baby Syndrome

**Personal Statement from Ronald Barr, MDCM, FRCPC.** “A primary focus of my research in the last 30 years has been co-regulation between caregivers and infants in the first weeks and months of life described at behavioral and physiological levels. Primarily, I have studied infant behavioral state regulation (crying, awake alert, sleeping), pain response, and infant memory. In the last decade, an added focus has been applying the knowledge, especially concerning infant crying, to a major translational effort to prevent shaken baby syndrome and infant abuse. This has resulted in the *Period of PURPLE Crying* program, now being implemented jurisdiction-wide in Iowa, Kansas, Maine, North Carolina, Utah and British Columbia.”

**Marilyn Barr** is Founder and Executive Director for the ***National Center on Shaken Baby Syndrome***. She is also the Director of the British Columbia Shaken Baby Syndrome (AHT) Prevention Program in Vancouver, B.C. Marilyn has worked in the field of child abuse prevention since 1978 and has a degree in social work, criminal justice and communications. She developed one of the first prevention programs on SBS/AHT in the world and has directed seven national conferences and four international conferences on SBS/AHT, as well as fifteen state and national conferences on child abuse and neglect. She oversaw the development and testing of SBS prevention materials, the *Period of PURPLE Crying*, in collaboration with Dr. Ronald Barr.

## How to Register

RSVP by phone:  
206.987.1357

RSVP by email:  
amy.owens@seattlechildrens.org

**New security measures require all visitors to be screened upon entrance to the hospital. Your advance registration will allow us to expedite this process. There is no cost to attend this event.**

**Program will be broadcast live as a webinar. Please contact our program for the link.**

## Questions

**Amy Owens**  
**Project Coordinator**

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